



# ORDER

Flight Dates **10/11/12-10/20/12**

Contract / Revision **314300 /**

Original Date / Revision  
10/10/12 10/10/12

Advertiser **No New Taxes, No on Prop 2**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **553**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 275000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	55000
KPNX	20%	55000
KPPX	%	0
KSAZ	20%	55000
KTVK	20%	55000
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	49	\$46,750.00	\$55,000.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$46,750.00</b>	<b>\$55,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/20/12	49	\$46,750.00	\$55,000.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KNXV	10/11/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	---TF--	:30	2	\$700.00	P-2	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---TF--			2		\$700.00		0.00			
2	KNXV	10/15/12	10/19/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	22211--	:30	8	\$700.00	P-2	0.00 NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	22211--			8		\$700.00		0.00			
3	KNXV	10/11/12	10/11/12		CM	6pm-630pm	---T---	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00



KNXV

Print Date: 10/10/12

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Contract / Revision **314300** Flight Dates **10/11/12-10/20/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:13:00

Advertiser **No New Taxes, No on Prop** Product

Estimate # **553**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6pm-630pm M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---					1	\$1,800.00		0.00			
4	KNXV	10/15/12	10/19/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-1---	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-1---					2	\$1,800.00		0.00			
5	KNXV	10/11/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	---22--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---22--					4	\$1,200.00		0.00			
7	KNXV	10/15/12	10/19/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	22221--	:30	9	\$1,200.00	FX	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	22221--					9	\$1,200.00		0.00			
9	KNXV	10/11/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	---TF--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--					2	\$2,000.00		0.00			
10	KNXV	10/15/12	10/19/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$2,000.00		0.00			
11	KNXV	10/11/12	10/12/12	Nightline Nightline	CM	1035p-1102p / 113-	---TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---TF--					2	\$700.00		0.00			
12	KNXV	10/15/12	10/19/12	Nightline Nightline	CM	1035p-1102p / 113-	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					5	\$700.00		0.00			
13	KNXV	10/13/12	10/20/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$1,500.00		0.00			
		Week: 10/15/12	10/21/12	-----S-					1	\$1,500.00		0.00			
14	KNXV	10/14/12	10/14/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
15	KNXV	10/14/12	10/14/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					2	\$250.00		0.00			
16	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
17	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00



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**KNXV-TV  
PHOENIX**Contract / Revision    **314300**    Flight Dates **10/11/12-10/20/12**Hiatus DatesOriginal Date / Revision    10/10/12/    10/10/12Order Sep    00:13:00Advertiser    **No New Taxes, No on Prop**    ProductEstimate #    **553**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
17	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1			\$2,000.00		0.00				
18	KNXV	10/20/12	10/20/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			2			\$300.00		0.00				
*Tax 1 Note: Tax 0.5%.														Totals	49	\$55,000.00

\*Tax 1 Note: Tax 0.5%.